



## ADDENDUM #1

### RFA-2021-DPHS-04-COMMU

#### Community-Based Partnership for Comprehensive Tobacco Control

On July 24, 2020, the New Hampshire Department of Health and Human Services published a Request for Applications soliciting applications for the provision of a comprehensive tobacco prevention and cessation program in order to implement evidence-based policy, systems and environmental strategies activities.

The Department is publishing this addendum to:

- 1. Modify Section 1 of the RFA, Scope of Services to delete the requirement for the selected Applicant to conduct audits of the current state of customer services. Subsection 1.2.10.2 and subparts 1.2.10.2.1 and 1.2.10.2.2 are deleted from the RFA and the remaining subsections are renumbered as follows:**

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| 1.2.10.2 | Expand, leverage, and localize CDC media campaigns and resources.  |
| 1.2.10.3 | Analyze current public facing materials to determine their effectiveness in reaching customers and key stakeholders.   |
| 1.2.10.4 | Engage key stakeholders to determine effectiveness of public facing materials.   |
| 1.2.10.5 | Complete the public relations review and analytic services to develop an effective brand manifesto in order to improve the experience for the public, customers, stakeholders and staff. |